

LEO BURNETT U.S.A.

a subsidiary of Leo Burnett Worldwide, Inc.

Ad No. 4962—SHOSHONE SLICKER—Lights—B—Reg. No. 71301—Page—C/C—Burd—(80) x (114) inches—National (Color) Magazine, 1981

(A)

Printed in U.S.A.

Marlboro Lights



The spirit of Marlboro
in a low tar cigarette.



Also available in King Size Flip-Top box.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Lights & Lights 100's: 12 mg. "tar," 0.6 mg. nicotine av. per cigarette,
100's: 11 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC Method.

